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PRESS RELEASE

INTRODUCING MYSAA: Unveiling Clean Beauty Powered by Ayurveda and Botanical Science

October 2024 – *MYŚAA (Mee - Sah)*, a revolutionary beauty brand, proudly introduces its luxurious range of 100% natural and organic skincare products, blending 5,000 years of Ayurvedic wisdom with cutting-edge botanical science.

Committed to sustainable sourcing and ethical production, *MYŚAA* products are designed to simplify skincare routines while delivering powerful, natural results for all skin types.

Founded by Shefali Mahajan, *MYŚAA* was born out of a deeply personal journey. Having suffered from psoriasis for over 13 years, Shefali experienced firsthand the importance of feeling comfortable in your own skin.

"I wanted to create something different," says Mahajan. *"Skincare doesn't need to be complicated. We don't need a six- or seven-step routine. Our range is 'skin food' – pure, simple, and nourishing, providing everything your skin needs, naturally."*

Sourcing from the Ganga's Foothills

MYŚAA ingredients are meticulously sourced from India, specifically the fertile foothills of the Ganga River, an area famed for its organic farming practices. By partnering with local farmers and employing women from the community, *MYŚAA* ensures that every product supports the livelihoods of those working in harmony with nature. All extraction processes—such as cold-pressing oils, hydrosols, and essential oils—are done in-house to maintain the highest level of freshness and quality.

"We create our products in small batches," explains Mahajan. *"Everything from extraction to packaging is handled internally, which keeps the product fresher and allows us to maintain the purity and integrity of every ingredient. It's all about crafting skincare that's as good as edible."*

Certified Clean Beauty

MYŚAA prides itself on maintaining the highest standards of production. The brand's manufacturing facility is certified by ISO, FDA, GMP, UK Certified Organic, and COSMOS, ensuring that every product is created under the strictest international guidelines for safety and efficacy. *MYŚAA's* entire range is **100% natural and organic**, free from synthetic ingredients, harsh chemicals, and artificial fragrances.

"We want families to understand that clean beauty isn't just a trend," says Mahajan. *"It's a necessity. We shouldn't be putting harsh, synthetic treatments on our skin when nature has already provided us with everything we need."*

Combining Tradition and Innovation

At the heart of *MYŚAA's* mission is the desire to fuse ancient Ayurvedic practices with modern botanical science. Ayurveda, with its roots stretching back 5,000 years, emphasises balance, healing, and the use of natural ingredients. By combining these principles with contemporary

MYŚAA

skincare research, MYŚAA creates products that work in harmony with the skin, supporting its natural barrier and promoting long-term health and radiance.

From cold-pressed oils to hydrosols, MYŚAA's formulations are designed to feed the skin with nutrients it recognises and absorbs, rather than lab-created synthetic treatments. The result is a skincare routine that's not only effective but also simpler, more sustainable, and more enjoyable.

A Personal Journey

"I struggled with psoriasis for years," shares Mahajan. "It taught me that beauty is about feeling good in your own skin, and that starts with using safe, gentle, and nourishing products. MYŚAA was created to help others feel that same sense of confidence and comfort without the need for complicated routines or harsh ingredients."

MYŚAA is available online at www.mysaasecrets.com, offering a range of skincare products for adults, teens, and juniors. With options designed for all genders, MYSAA ensures everyone can experience clean, natural skincare rooted in Ayurvedic wisdom and botanical science.

About MYSAA

MYSAA is a 100% natural and organic skincare brand that sources its ingredients from the foothills of the Ganga River in India. Specializing in small-batch production, the brand is committed to supporting local farmers and women through its sustainable practices. Combining 5,000 years of Ayurvedic wisdom with botanical science, MYSAA's range is designed to nourish the skin with pure, edible-grade ingredients. Every product is made in-house to ensure the highest standards of quality and care.

For more information, visit www.mysaasecrets.com.

Products are available for sampling please contact Amanda Kuhn on amanda@missymischief.com or 0410 570 993.

For product images please click [HERE](#)